



Georgia Technology Authority

FY'07 Annual MVR Survey Report

FY'07 Annual MVR Survey

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Office of Data Sales

100 Peachtree Street, Atlanta, GA 30303

Tel: 404 364 2300./ Fax: 404 463 2390

datasales@gtga.gov - <http://gtga.gov/>

Executive Summary

The Office of Data Sales' customer service initiatives are in line with:

- Governor's initiative to elevate the level of customer service experienced by Georgians when interacting with their state government*
- Georgia Technology Authority's Wildly Important Goal (WIG) to increase customer satisfaction*

The FY'07 annual survey for the motor vehicle record (MVR) service offering was conducted in October, 2006. The survey results indicate a customer satisfaction rating of 97.7% overall.

This was the second annual survey conducted for the purpose of measuring and improving the customer satisfaction of the online MVR service. This survey has allowed the Office of Data Sales to continue to build upon information that was obtained in the FY'06 Survey, while also gathering valuable new data to improve the service for our customers.

The survey results were categorized into key requests and concerns to be addressed. The Georgia Technology Authority responses have been documented. Also, the Office of Data Sales has contacted each of the customers who have provided optional contact information to provide timely feedback to their concerns and suggestions.

These annual surveys have continued to help the Office of Data Sales maintain a "world class" customer satisfaction rating every year.

Background & Objective

O.C.G.A. § 40-5-2

for purposes specified in S.B. 69

Background:

The Georgia Technology Authority in partnership with the Department of Driver Services offers individual Driving History / Motor Vehicle Report (MVR) via the Internet to all certified customers.

MVR is the applicable abstract of an individual Driver's Record licensed to customer. The contents of the abstract will vary according to the purpose for which the abstract is requested.

There are five purposes for requesting an MVR: insurance, employment, credit, rental car agency and limited rating information:

1. Insurance companies and/or insurance support organizations (ISOs) can ascertain MVR.
2. A customer can ascertain copies of driver records for employment purposes. (Each company must have written consent on file from the individual to request the driver record).
3. A customer can ascertain MVR for credit purposes in accordance with the Fair Credit Reporting Act.
4. Car agencies that maintain their own insurance division can ascertain MVR for insurance purposes. (These insurance divisions are certified by the Insurance Commissioner to insure their vehicles and handle their own claims).
5. Only insurance agents and ISOs can request the limited rating report.

Objective:

Assess customer satisfaction for FY'07 and maintain a "world class" customer satisfaction rating of 95+% for the MVR offering by December, 2006.

Methodology

Based upon the methodology established last year for customer service improvement, Office of Data Sales has followed the same steps in conducting the survey, while making improvements from previous year's experience.

The first improvement was a move from the traditional *Survey-Tool* on the *Georgia.gov* portal that was used for the FY'06 Survey to *SurveyMonkey*. The new tool allowed for better reporting capabilities and easier analysis of results on an individual customer basis.

The Office of Data Sales contacted all customers by phone prior to sending the survey. Following the notification, the survey was sent via email using the online survey tool, *SurveyMonkey*.

Survey responses were collected and categorized into customer concerns and suggestions. The results were analyzed, and standard responses to the customer concerns and suggestion were formulated. The Office of Data Sales then contacted customers to thank them for their feedback and personally discuss their concerns.

Details of these discussions were recorded to be considered as potential future enhancements to meet our customers' needs.

Survey Results

The entire MVR customer base of approximately 360 customers received the survey electronically. Two groups were sent surveys: one for customers generating more than \$499 in revenue (approximately 88 customers), and another for customers generating less than \$500 in revenue (approximately 272 customers). This survey resulted in an approximate 40% response rate.

A total of 84 surveys were accessed, of which 38 surveys were completed for the first group. The survey results indicate a customer satisfaction rating of 97.4% overall for the first group.

A total of 250 surveys were accessed, of which 96 surveys were completed for the second group. The survey results indicate a customer satisfaction rating of 97.9% overall for the second group.

The details of the survey are listed in the Appendix.

The survey results were categorized into the following customer concerns and suggestions:

Concerns:

- Sign-up and renewal process: Some customers found sign-up and renewal process difficult
- No-hit fee: A few customers were unclear on the justification for the no-hit fee.
- A few customers requested password expiration policy change.

Survey Results

Suggestions:

- Some customers requested a product / service for criminal background checks.
- Some customers suggested alternate / improved data entry to minimize no-hits.
- A few batch customers requested a corporate rate for multiple submissions.
- Some customers suggested a reminder of re-certification in advance to expiration

Standard responses to customer concerns and suggestions plus feedback to these are listed below:

Customer Concern

- Sign-up and renewal process: Some customers requested simplification of processes.
- No-hit fee: A few customers were unclear on the justification for no-hit fee.
- A few customers requested password expiration policy change.

GTA Response

GTA has worked with the Department of Driver Service to make changes to the MVR section of the Department of Driver Service website to make the MVR sign-up and renewal process simpler by separating the web pages for renewal and initial sign-up processes. Also, GTA now obtains accounts expiration information from Department of Driver Service to send notifications to customers prior to expiration.

To provide premium services, such as the MVR system, it is necessary to charge in order to cover the cost of offering the services. Georgia's pricing is moderate when compared to other states. Further, the MVR system is an inquiry-based system, customers are charged per inquiry.

Password expirations are required to adhere to the Georgia state security policies.

Customer Feedback

Customers have indicated that they now find the MVR area on Department of Driver Service website a bit easier to use for sign-up and renewals.

Upon explaining the nature of the service and requirement for accurate entry, customers seem to be satisfied overall.

Customers seem to understand the security policy requirements for password expirations.

Survey Results

Customer Suggestion

- Some customers requested a product / service for criminal background checks.
- Some customers suggested alternate / improved data entry to minimize no-hits.
- A few batch customers requested a corporate rate for multiple submissions.
- Customers suggested a reminder of re-certification in advance to expiration

GTA Response

The Georgia state government has been investigating offering a product / service for criminal background checks.

To prevent illegal use of the MVR offering, alternate data entry as suggested cannot be offered. Correct entry as shown on the ID is the only requirement for proper use of the MVR offering.

To provide premium services, such as the MVR system, it is necessary to charge in order to cover the cost of offering the services. Georgia's pricing is moderate when compared to other states. Further, the MVR system is an inquiry-based system, customers are charged per inquiry. No-hits are charged as inquiries.

The MVR system is an inquiry-based system, therefore all charges are made on a per inquiry basis. In addition, charges for MVR's are state-mandated and are not open to change.

The Georgia Technology Authority currently sends renewal notices 60 days in advance to customers' expiration via email.

Customer Feedback

Customers hope to someday have access to such a service.

Upon explaining the nature of the service and requirement for accurate entry, customers seem to be satisfied overall.

Customers seem to understand the reason that a corporate rate for businesses are not possible at this time.

Customers appreciated being contacted to verify email addresses for renewal.

Conclusion

The Office of Data Sales finds these surveys an effective means to obtain customer feedback and they enable us to improve customer interactions in collaboration with Department of Driver Services.

Further, the customer suggestions result in exploring viable ideas to develop new products that meet customer needs.

Finally, the Office of Data Sales annual customer surveys help GTA achieve its customer satisfaction goals. Also, these meet the Governor's initiative to elevate the level of customer service experienced by Georgians when interacting with their state government.



The results of FY'07 Survey indicate that there is a high satisfaction associated with this offering. Office of Data Sales will continue to solicit feedback from customers and work to improve the service offering based on customer-focused enhancements.

Office of Data Sales expects additional research on criminal history, online Georgia Felony Records Search to continue for next year.

Also, as a final note, system access issues were anticipated as a concern for this year's survey respondents due to the Data Center upgrade, however there was little mention of this in the survey.

Appendix

Details of survey for first group (MVR customer base generating more than \$499 in revenue per customer):

Do these products / services meet your expectations?			
		Response Percent	Response Total
Yes		97.4%	37
No (please comment)		2.6%	1
Total Respondents			38
(skipped this question)			0

Please rate the following statements according to your satisfaction level:						
	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Response Average
Process of becoming a customer	32% (12)	53% (20)	11% (4)	5% (2)	0% (0)	1.89
Process of renewing your account	29% (11)	42% (16)	5% (2)	24% (9)	0% (0)	2.24
Process of issue resolution	18% (7)	45% (17)	37% (14)	0% (0)	0% (0)	2.18
Price of product(s)	37% (14)	55% (21)	3% (1)	5% (2)	0% (0)	1.76
Receiving your product(s) in a timely manner	68% (26)	29% (11)	3% (1)	0% (0)	0% (0)	1.34
Total Respondents						38
(skipped this question)						0

Appendix

Details of survey for second group (MVR customer base generating less than \$500 in revenue per customer):

Do these products / services meet your expectations?			
		Response Percent	Response Total
Yes	<div></div>	97.9%	94
No (please comment)	<div></div>	2.1%	2
Total Respondents			96
(skipped this question)			0

Please rate the following statements according to your satisfaction level:						
	Very Satisfied	Satisfied	N/A	Dissatisfied	Very Dissatisfied	Response Average
Process of becoming a customer	27% (26)	60% (58)	3% (3)	8% (8)	1% (1)	1.96
Process of renewing your account	23% (22)	47% (45)	10% (10)	19% (18)	1% (1)	2.28
Process of issue resolution	22% (21)	52% (50)	26% (25)	0% (0)	0% (0)	2.04
Price of product(s)	26% (25)	64% (61)	6% (6)	3% (3)	1% (1)	1.90
Receiving your product(s) in a timely manner	49% (47)	50% (48)	1% (1)	0% (0)	0% (0)	1.52
Total Respondents						96
(skipped this question)						0

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